

HOUSE BILL REPORT

HB 2104

As Reported by House Committee On:
Economic Development, Agriculture & Trade

Title: An act relating to creating a "Washington Made" logo.

Brief Description: Creating a "Washington Made" logo.

Sponsors: Representatives Chase, Skinner, Hunt, Cox, Darneille, Clibborn, Wallace, Sells, Kessler, Buri, Grant, Eickmeyer, Conway, McIntire, Upthegrove, Hunter, Williams, Ormsby, McDermott, Linville, Kenney and Santos.

Brief History:

Committee Activity:

Economic Development, Agriculture & Trade: 1/31/06, 2/2/06 [DPS].

Brief Summary of Substitute Bill

- Directs the Washington State Arts Commission to conduct a contest for the design of a "Washington Made" logo to be used for the voluntary labeling of consumer goods produced in Washington.
- Directs the Department of Community, Trade and Economic Development to work with stakeholder groups to incorporate the "Washington Made" logo into its existing marketing programs.

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT, AGRICULTURE & TRADE

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 22 members: Representatives Linville, Chair; Pettigrew, Vice Chair; Kristiansen, Ranking Minority Member; Skinner, Assistant Ranking Minority Member; Appleton, Bailey, Blake, Buri, Chase, Clibborn, Grant, Haler, Holmquist, Kilmer, Kretz, McCoy, Morrell, Newhouse, Quall, Strow, P. Sullivan and Wallace.

Minority Report: Without recommendation. Signed by 1 member: Representative Dunn.

Staff: Tracey Taylor (786-7196).

Background:

The "From the Heart of Washington" campaign was created by the state Department of Agriculture to promote Washington grown agricultural products. Growers can order stickers to place on boxes, bags, and other materials as well as arranging to have the logo printed

directly onto the packaging. The purpose of the program is to raise consumer awareness regarding the role and importance of the state's agricultural industry and to promote the sale of Washington products within the state.

Summary of Substitute Bill:

The Washington State Arts Commission (Arts Commission) is directed to conduct a competition to create a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington.

The trademark rights to the winning "Washington Made" logo are vested in the State of Washington.

The Department of Community, Trade, and Economic Development(DCTED) is directed to work with the economic development councils, chambers of commerce, the Economic Development Commission, industry organizations, and trade organizations to incorporate the "Washington Made" logo into existing marketing campaigns and to secure private and other public funds to support the advertising campaign.

If, in subsequent years, the Arts Commission and the DCTED determine that it would be cost-effective to issue another logo, a new competition will be conducted in the same manner as the original.

Substitute Bill Compared to Original Bill:

The responsibility for the design competition is moved from the DCTED to the Arts Commission. The DCTED is directed to work with stakeholder groups to incorporate the "Washington Made" logo into existing marketing programs.

Appropriation: None.

Fiscal Note: Available on original bill.

Effective Date of Substitute Bill: The bill takes effect 90 days after adjournment of session in which bill is passed.

Testimony For: This bill would allow the identifying locally made products with an identifiable brand. Given the global economy and the constraints of trade agreements, this is a tool that would allow Washington consumers to make informed decisions about supporting our local firms. This could stimulate economic activity throughout the state.

Testimony Against: None.

Persons Testifying: Representative Chase, prime sponsor.

Persons Signed In To Testify But Not Testifying: None.